

Intervention: Community-wide mass media campaigns

Finding: Sufficient evidence for effectiveness

Potential partners to undertake the intervention:

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| <input checked="" type="checkbox"/> Nonprofits or local coalitions | <input type="checkbox"/> Businesses or labor organizations |
| <input type="checkbox"/> Schools or universities | <input checked="" type="checkbox"/> Media |
| <input checked="" type="checkbox"/> Health care providers | <input checked="" type="checkbox"/> Local public health departments |
| <input checked="" type="checkbox"/> State public health departments | <input type="checkbox"/> Policymakers |
| <input checked="" type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other: |

Background on the intervention:

These campaigns direct their messages to large audiences using a variety of approaches, including television, radio, newspapers, and mailings to promote community-wide use of screening practices.

Mass media interventions have often been explored as an avenue for improving health practices through increased awareness, education, and changing perceived social norms.

Findings from the systematic reviews:

Overall, sufficient evidence for effectiveness was found to recommend mass media interventions to increase provider screening.

Five reviews examined the effect of mass media on the utilization of screening services. Several reviews found that mass media campaigns were far more effective in conjunction with some personal communication, such as letters of invitation or community outreach.

Limitations/Comments:

Any complete review of the effectiveness of mass media interventions should include an estimate of costs. None of the reviews examined were able to locate studies that reported costs, so no estimates could be made. When considering the implementation of a mass media campaign, it is important to carefully consider investments in relation to benefits.

References:

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